

THE MOST PROFITABLE PICKS

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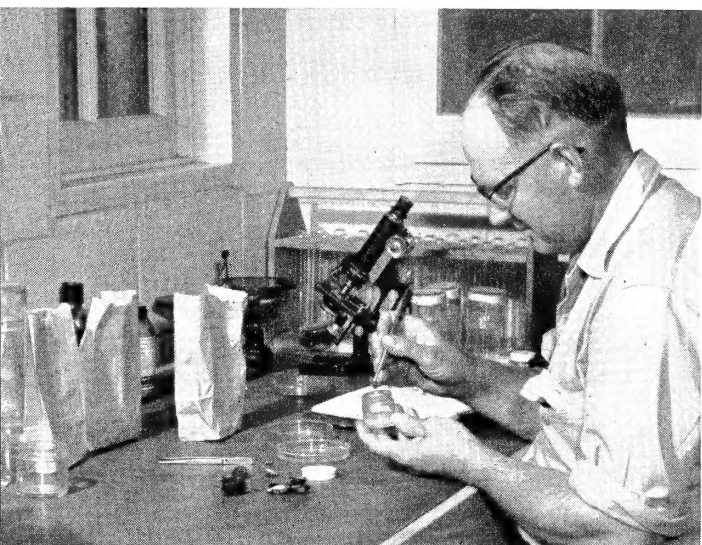
armstrong nurseries fruit introductions



Armstrong Nurseries

ONTARIO, CALIFORNIA

ARMSTRONG PLANT RESEARCH



What Has Been Done

In over 20 years of large scale fruit breeding, we have grown and rigidly checked many thousands of seedlings—always with the goal of better color, better production under all climatic conditions and most important, better market acceptance than existing varieties. Out of thousands, only a few varieties have proved themselves superior in one or more of these qualifications—they are the ones listed in this brochure. Of these, some are already important commercial varieties. We feel the newer ones will prove their commercial worth, too.

Tests Have Been Thorough

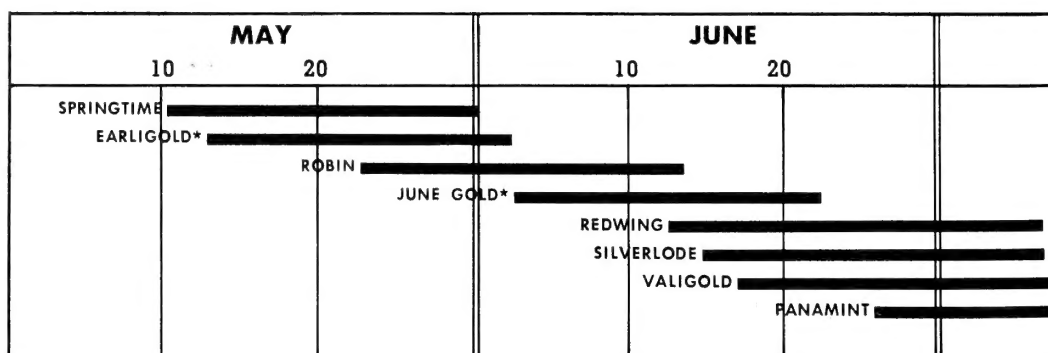
Every one of these Armstrong varieties has been subjected to many years of testing, to determine its behavior under the various year to year growing conditions. Blooming time, ripening dates, production, growth and fruit characteristics are carefully checked season by season. A new Armstrong variety has had to prove its superior qualities—not just for a single year, but again and again.

The Important Advantages

We know before we say “plant these” that Armstrong-developed fruit varieties have important advantages for you as a commercial grower. High production and a strong market demand mean higher profits—a bigger return on your growing investment.

Peach and Nectarine Ripening Calendar

The ripening period indicated for each variety is the range of first ripening from the earliest to the latest ripening areas of the California Central Valley. Arizona would be similar to the earliest dates indicated. Dates given are the approximate average behavior that may be expected. Because of weather variations from year to year and variety differences for chilling requirement, the dates given may vary up to a week or more from year to year with some variation in the ripening relationship between varieties. Dates for new varieties starred (*) are estimates only, based on observations at Ontario, California.



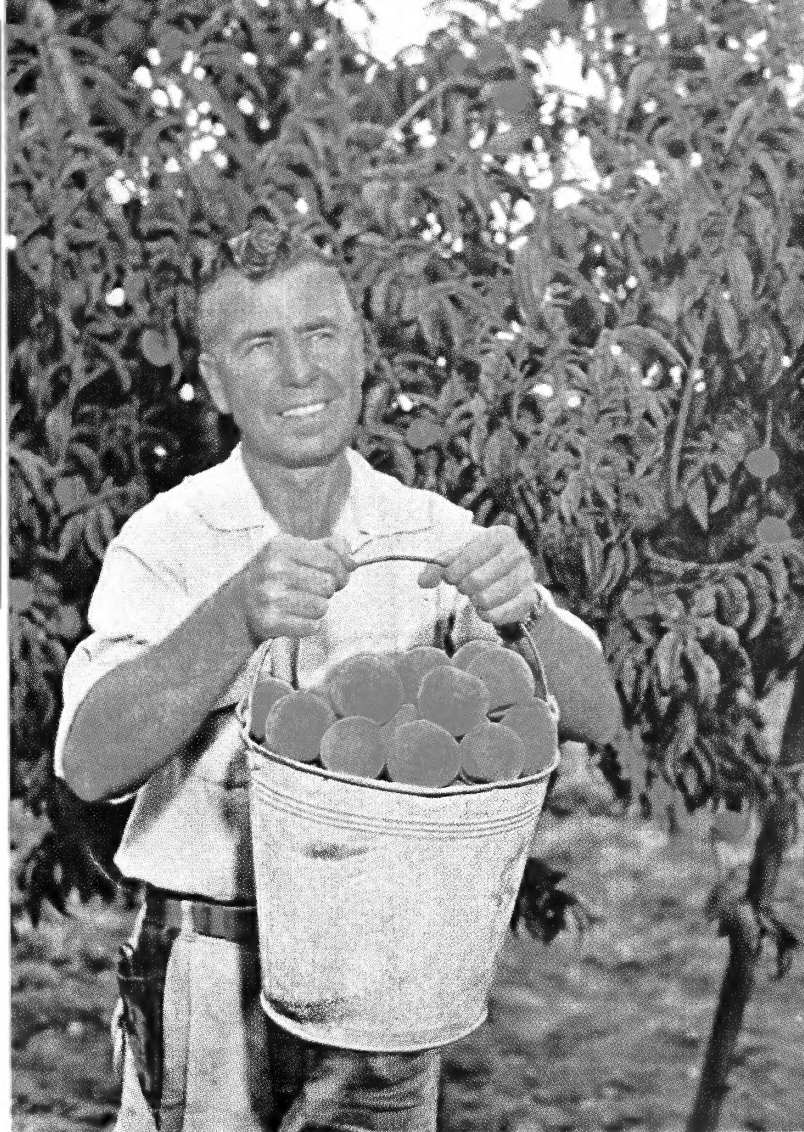
EARLIGOLD

Since Earligold will beat any present yellow-fleshed variety to market by many days, there can be little doubt about this newest Armstrong variety becoming an extremely important—not to mention profitable—commercial variety. The fruit ripens in May—3 days to 1 week after Springtime at Ontario. Because the chilling requirement is somewhat lower than that of Springtime, it may bloom earlier and ripen as early as Springtime in milder-winter areas of California and Arizona.

Earligold is a rounded semi-freestone which appears to average larger than Springtime. It is attractively colored with rich red marbling over a creamy yellow background. The deep yellow flesh is juicy with a sprightly peach flavor, and the firmness of the fruit should make for easy handling and shipping.

In tests over the past several years at Ontario the yield has been consistently good though the set has not been so heavy as to require excessive thinning. Since the vigorous tree has a slightly lower chilling requirement than that of Springtime or Babcock, mild winters in the San Joaquin Valley, Arizona or Southern California should prove no problem to regular production with this variety.

Here, in Earligold, are all the requisites for a money making commercial variety. We predict that it will be just that. Plant Pat. App. For.



Order Now . . . For June Budding

You can arrange now with your grower or with the Armstrong Nurseries to June bud trees for you. The first trees will be available in the winter of 1958-59.

Here's A
Golden
Opportunity

[illegible]

The Best White-Fleshed Peach



REDWING

We believe Redwing to be the most attractively colored and the equal in quality of any white-fleshed peach in any season. The picture at the left falls far short in showing the beautiful skin color of this late June to early July variety.

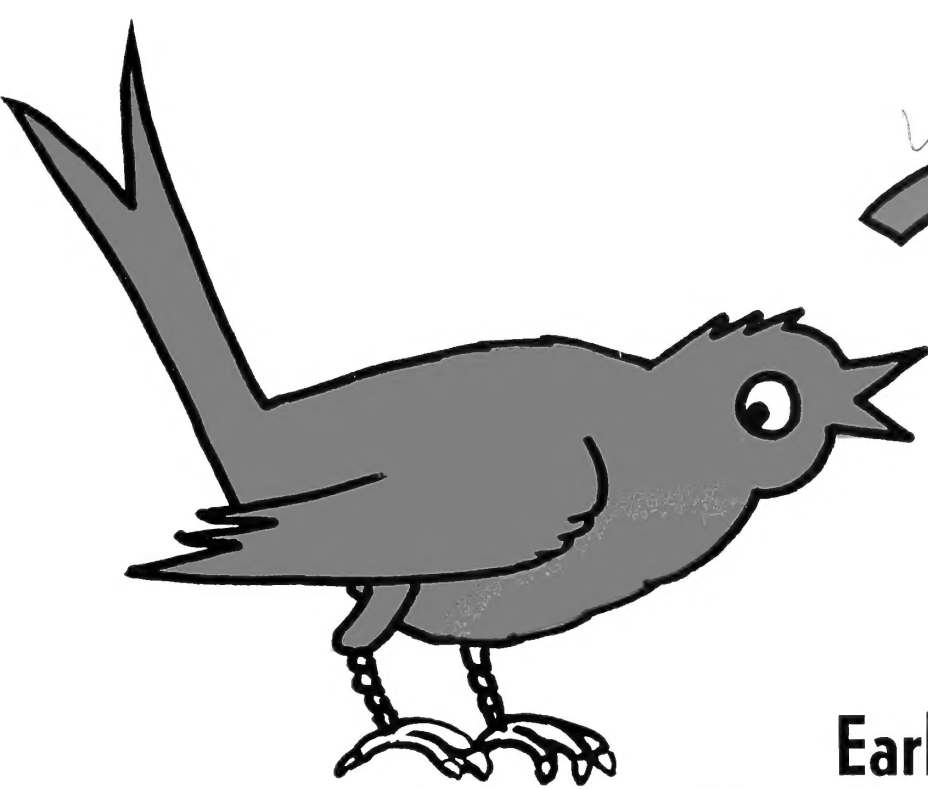
Redwing ripens a few days ahead of Babcock. The fruit is larger, and it is more attractively colored. In our opinion, the flavor, too, is much superior to that of Babcock, being a near perfect combination of sweetness and acidity.

The fruit sizes up well and is firm enough for long distance shipping.

The vigorous trees have a fairly low chilling requirement (between Babcock and July Elberta) and consistently produce big crops—even in mild-wintered areas. Plant Pat. No. 621.

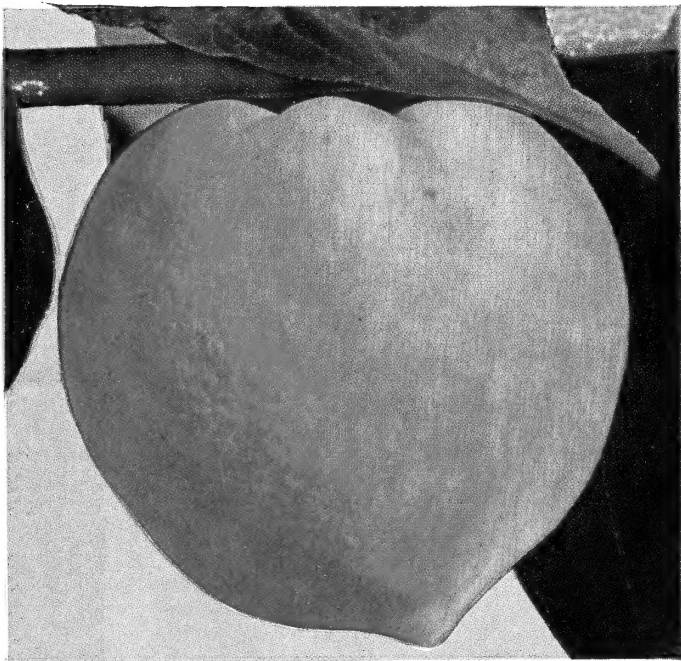
*High Color
High Production
High Profits*





Robin

Early Fruit—Big Returns



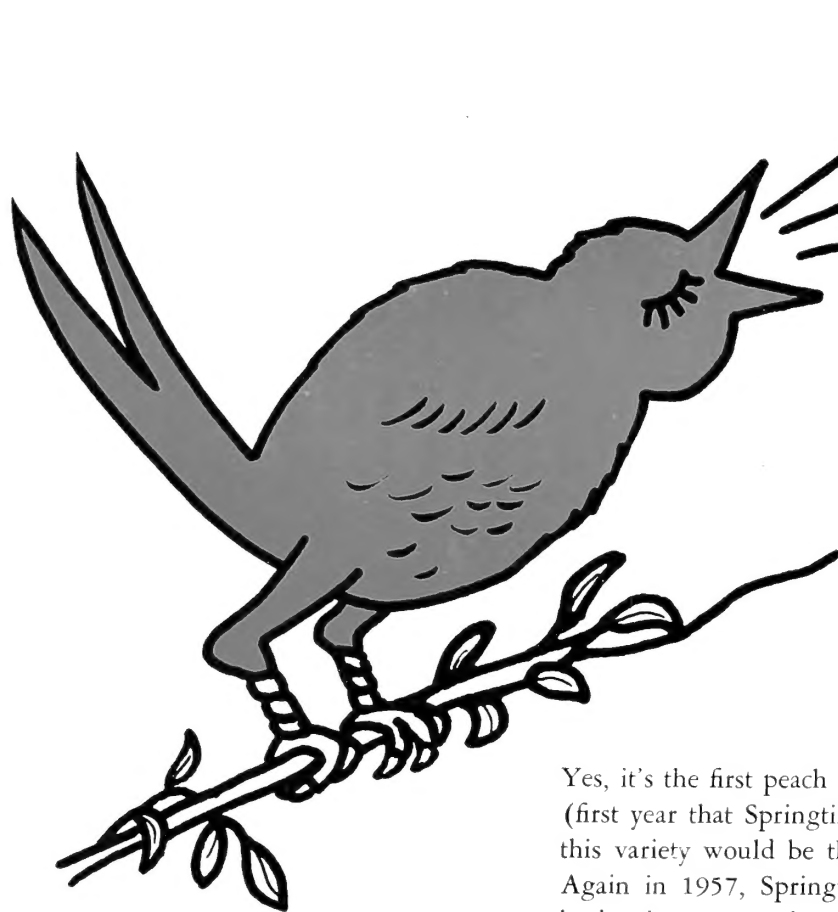
Robin is now firmly established as the top commercial white-fleshed peach of its season in California and Arizona. Year after year it has convincingly proved itself one of the most profitable varieties because of its consistently high prices in all markets.

A very early white-fleshed peach which is absolutely honey-sweet, Robin ripens from late May to mid-June, about 10 days after Springtime. It is an almost fuzzless semi-freestone, highly colored, with a rich red cheek—delicious, even when hard-ripe like an apple.

High prices and heavy yields bring a high return per acre. The tree is a vigorous grower with a relatively low chilling requirement, roughly midway between Babcock and July Elberta. Plant Pat. No. 529.

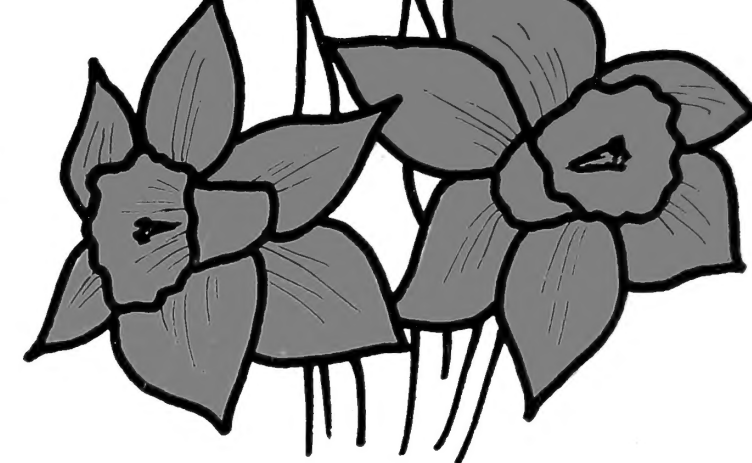


*Has Produced
12 Tons
Per Acre*



SPRINGTIME

Earliest Peach of All!



Yes, it's the first peach to ripen! It was apparent in the 1956 season (first year that Springtime reached the market in any volume) that this variety would be the first to market by a comfortable margin. Again in 1957, Springtime proved its position rather conclusively by beating every other peach to market by nearly 10 days. Springtime's were reported on the New York Market, May 10, with 9-pound flats, bringing an average of \$7.97 per flat. The first Springtimes on Los Angeles market brought up to 45c per pound. Even after the first fruit of other varieties, including yellow-fleshed kinds, started competing, prices for Springtime remained remarkably high.

In a short couple of years, Springtime has established itself as an extremely important commercial variety. Growers in both California and Arizona are reporting excellent per acre returns and trees in the oldest commercial plantings are only in their fourth leaf! Based on experience to date, Springtimes have received excellent market acceptance throughout the country, and at premium prices.

These excerpts from Federal-State Market Reports tell the story

| PEACHES | | | |
|--------------|----------|-----------|------|
| May 10, 1957 | | | |
| SPRINGTIME | | | |
| New York | 60 flats | 6.70-8.50 | 7.97 |
| | air exp. | | |

Fifteen hundred 9 lbs. flats to New York on May 27th brought an average of \$4.13 each.

| Auction | No. of pkgs. | Range | Av. |
|------------|--------------|-----------|------|
| PEACHES | | | |
| SPRINGTIME | | | |
| New York | 505 boxes | 5.20-7.05 | 6.29 |
| New York | 1500 flats | 3.50-5.00 | 4.13 |

In Los Angeles on May 27th, Springtimes were still topping the market, beating all competition.

Springtimes in New York on May 10!

Note Springtimes the **only** variety on the Los Angeles Market May 20th—and look at the prices!

- PEACHES -

LOS ANGELES: MARKET SLIGHTLY WEAKER. Per lb. Springtime SAN JOAQUIN VLY. cup packed two layer 60s few 50s and 70s 45¢, 80-84s 35-40¢, 90-96s 30-35¢, 108s 25-30¢, 118s 20-22¢.

PEACHES: MARKET ABOUT STEADY. Per lb. cup pack SAN JOAQUIN VLY. Springtime two-layer 70s 40-45¢, fair 35¢, 80s 35-38¢, 84s 30-35¢, 88s 30-32¢, 96s 25-30¢, fair 23¢, 98s 25-28¢, 100s 20-22¢, 108s 20¢, 112-116s 15-20¢, 118-126s 15-17¢, 140s 10¢. Mayflower two-layer 70s 30¢, 80s 27-30¢, 88-90s 21-23¢, fair 18¢, 96s 20-21¢, fair 17¢, 100s 17-18¢, 108s 13-15¢, 110s 12¢, 118s-126s 10¢, Florence 80-84s 25¢, 96s 20¢, Robins flats 1-layer 32-35s, 35¢ 42-44s 23¢, 59-63s 15¢.



Earliest Peach of All!

Its extreme earliness is not the only features which gives Springtime its market appeal. Just as important is the fine skin color, remarkably bright and rich for a peach ripening so early.

Springtime is a white-fleshed semi-freestone, sweet, yet with enough peach tang for enjoyable eating. The creamy skin is almost completely covered with a blush of red—not pale red, but a color deep and rich. The set is heavy and the yield has been good, with most growers finding that greater per acre returns result from taking top production instead of thinning heavily for top sizes. A vigorous tree, it has a relatively short chilling requirement, about equal to Babcock. Plant Pat. No. 1268.

- **Springtime** The first peach to ripen anywhere. Opens an unlimited nationwide market.
- **Springtime** has a high skin color and tangy white flesh.
- **Springtime** has proved a heavy and consistent bearer in all areas.
- **Springtime** has continually brought higher market prices than other early varieties ripening near the end of the Springtime season.

It's A
Money
Maker



Panamint Nectarine

*Nectarine
Getting
Better*

NE

Palomar Nectarine



New Late Variety **PALOMAR**

This new introduction to the Armstrong series of nectarines has a great deal of commercial promise because of its extremely good size, high color and late-midseason ripening. Test trees at Ontario have consistently produced well, the fruit ripening from early to mid August, while test trees planted at Dinuba ripened their first fruit on August 13, 1957. Chilling requirement is between July Elberta and Babcock.

Palomar is large — appearing to be comparable in size to any of the newer nectarine varieties. It is very richly colored, orange heavily overlaid with deep red. It has a firm meaty yellow flesh with a very pleasing flavor and the pit is completely free. Plant Pat. No. 1652.

There Are
with These

*Sales Are
Bigger and
Every Year*

Silver Lode Nectarine



NECTARINES

There is no doubt that nectarines are commanding a bigger and bigger share of the fresh fruit market each year. We think these Armstrong varieties have a big advantage over many of the new kinds being introduced recently because they excel in the very features which make nectarines so attractive to the public—high color and superior eating quality. In addition, all of the Armstrong nectarines have a short chilling requirement.

✓ PANAMINT

This is a yellow-fleshed freestone nectarine which ripens ahead of the rush of midseason varieties. It ripens a week to 10 days after Silver Lode and several days ahead of Gower—early July in the Tulare-Fresno area and mid-July in the Merced-Modesto region. The exceptionally vigorous tree has a chilling requirement similar to Babcock.

The big round fruits are very attractive—almost the entire surface of the shining skin being a bright scarlet red, and the fruit colors attractively, even under dense foliage. Juicy, yet firm, the golden flesh is loaded with a sweet, yet exhilarating flavor. It is the opinion of most who have grown it that Panamint tops all present day nectarine for richness of coloring. Plant Pat. No. 1100.

✓ SILVER LODGE

Large size, a brilliant color and early ripening, make this white-fleshed freestone nectarine a good commercial variety. Silver Lode ripens in late June to early July, following the well known John Rivers by a few days. The fruit, however, is much superior to that of John Rivers in size and in coloring. Then, too, Silver Lode's relatively low chilling requirement (between July Elberta and Babcock) makes it a much more dependable producer than John Rivers. In Southern California and Arizona, or other mild-wintered areas where John Rivers is unsuitable, Silver Lode is the first nectarine to ripen. Its fine quality, rich flavor and firmness make it a good bet for shipment to the east as well as to local markets. Plant Pat. No. 1023.

**Big Profits Ahead in Nectarines
Heavy and Consistent Producers**

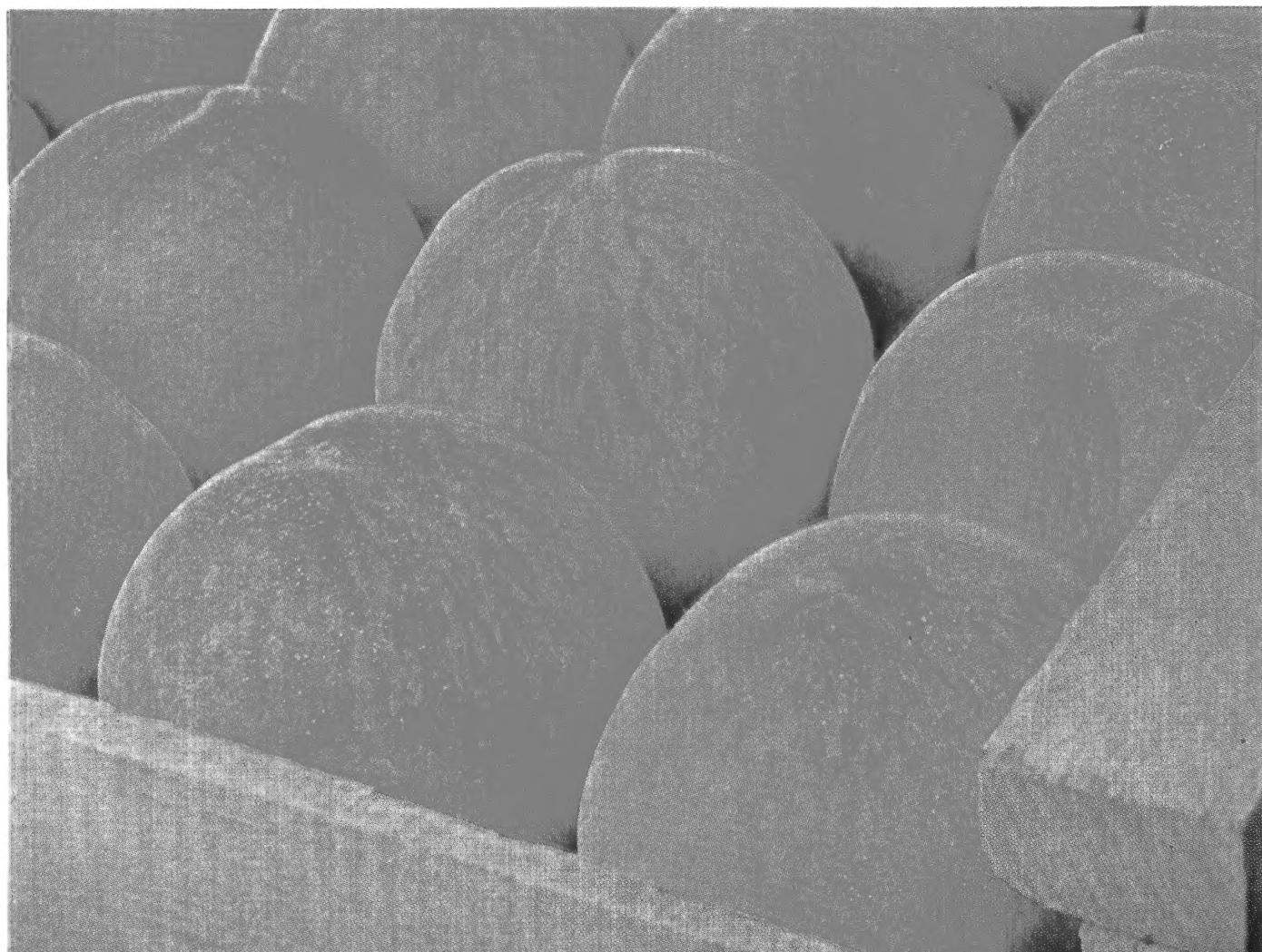
NEW PEACHES WITH

Top Quality for Mid-Season! **VALIGOLD**

After seven years of observation at Ontario and after having received very favorable reports from the first test trees planted in the San Joaquin Valley, we believe that Valigold is perhaps the best early-midseason yellow-fleshed peach yet produced by our Research Department.

This is a late June to early July variety which has usually ripened a few days ahead of July Elberta at Ontario. The fruit is large, 3 inches in diameter, even with only moderate thinning.

High color and high quality are the outstanding features of Valigold. The skin is a rich golden yellow overlaid with a marbling of deep red. The golden yellow flesh is firm, yet melting and juicy, with a very rich flavor. In every year since the beginning of our tests, the big vigorous trees have set and ripened an excellent crop. Chilling requirement is between July Elberta and Babcock. Plant Pat. No. 1649.



LOTS OF PROMISE

Big—Early—Colorful!

JUNE GOLD

This certainly looks like a peach with a golden future—promising gold for its growers, too. Its large size, attractive coloring and ability to handle and ship well, are almost certain to make it a leader in the early June peach market.

June Gold ripens a week to 10 days after Robin and is equal in size to midseason varieties. Heavily blushed with red, the oval yellow fruit is very attractive looking. The yellow flesh is very firm, frees readily from the pit, and has a good tangy peach flavor.

Large and vigorous, the trees have produced a good yield each year at Ontario and tests indicate a fairly low chilling requirement (about comparable with Babcock and slightly less than Robin). A good set can be expected in warm-wintered areas or after mild winters in major fruit growing districts. Plant Pat. App. For.



Order June Buds Now

You can arrange now with your grower or with the Armstrong Nurseries to June bud trees for you. First trees will be available in the winter of 1958-59.

ARMSTRONG VARIETIES FOR THE HOME PLANTER

Meadow Lark Peach

A large handsome deliciously flavored yellow-fleshed peach ripening mid to late June. A fine home variety for all areas and especially suitable where winters are milder, including Arizona and the coastal strip of Southern California (needs less chilling than Babcock). Plant Pat. No. 528.

Bobolink Peach

A big attractively colored yellow-fleshed peach, outstanding for quality and flavor. An excellent July-ripening variety for home planters everywhere because the big vigorous tree produces abundant crops. Requires less chilling than July Elberta. Plant Pat. No. 1150.

Flamingo Peach

A semi-dwarf tree, excellent for the home planter with limited space. The fruit, however, is king size in both quality and flavor. Ripens in late July and August producing heavy and regular crops even in areas where winters are mild (chilling requirement about equal to July Elberta). The yellow beauties are a delight to pick, to slice, to pack, or to can. Plant Pat. No. 661.

Curlew Peach

A good September ripening variety which will bear even where winters are mild (chilling requirement about equal to July Elberta). A large orange-yellow fruit with sweet, juicy flesh and a mild flavor. Plant Pat. No. 651.

FRUITING — FLOWERING

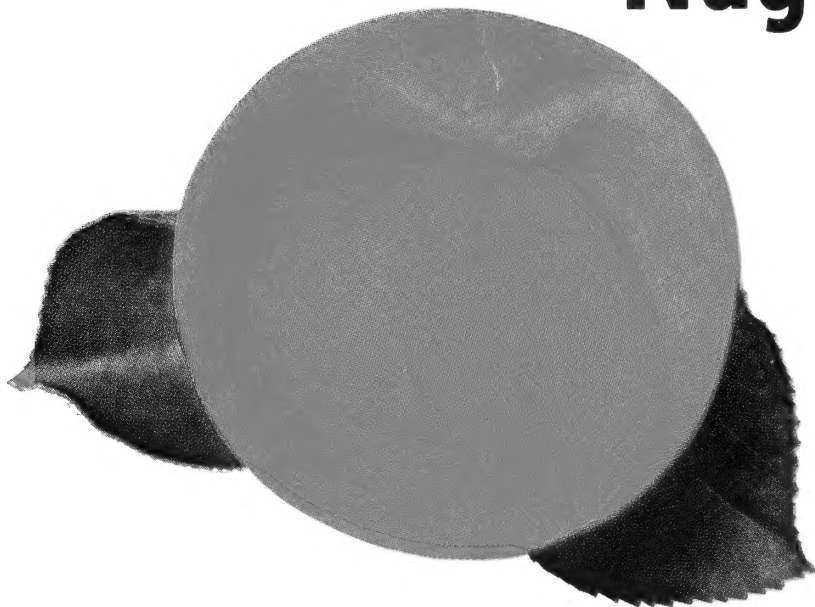
Saturn Peach

Each year the tree heralds spring with a flourish as branches are lined with masses of big double pink blooms, as showy as those seen on any flowering peach. Saturn follows its spring bloom with a big crop of yellow-fleshed peaches ripening in July. They are freestone, juicy and brimful of rich peach flavor. This is a fruiting-flowering peach vastly superior to any introduced before it. Chilling requirement is between July Elberta and Babcock. Plant Pat. No. 1485.

Double Delight Peach

A new fruiting-flowering peach for 1958 and a perfect companion for Saturn because it blooms later and ripens its fruit earlier! The double flowers are delicate shell pink, lighter and more delicately colored than those of Saturn, while the big juicy yellow-fleshed freestone peaches differ from those of Saturn by being sweeter and more mildly flavored. Chilling requirement is about equal to July Elberta. Plant Pat. App. For.

Nugget Apricot



With its bright red blush and over-all deep orange coloring, Nugget overcomes one of the weaknesses of older market varieties; namely, a lack of good inviting color. Nugget has averaged about 10 days less than Royal from full bloom to ripening in tests at Ontario. It has sized well even when the trees were loaded with fruit. The flesh is orange-colored, melting and juicy, with a good rich apricot flavor.

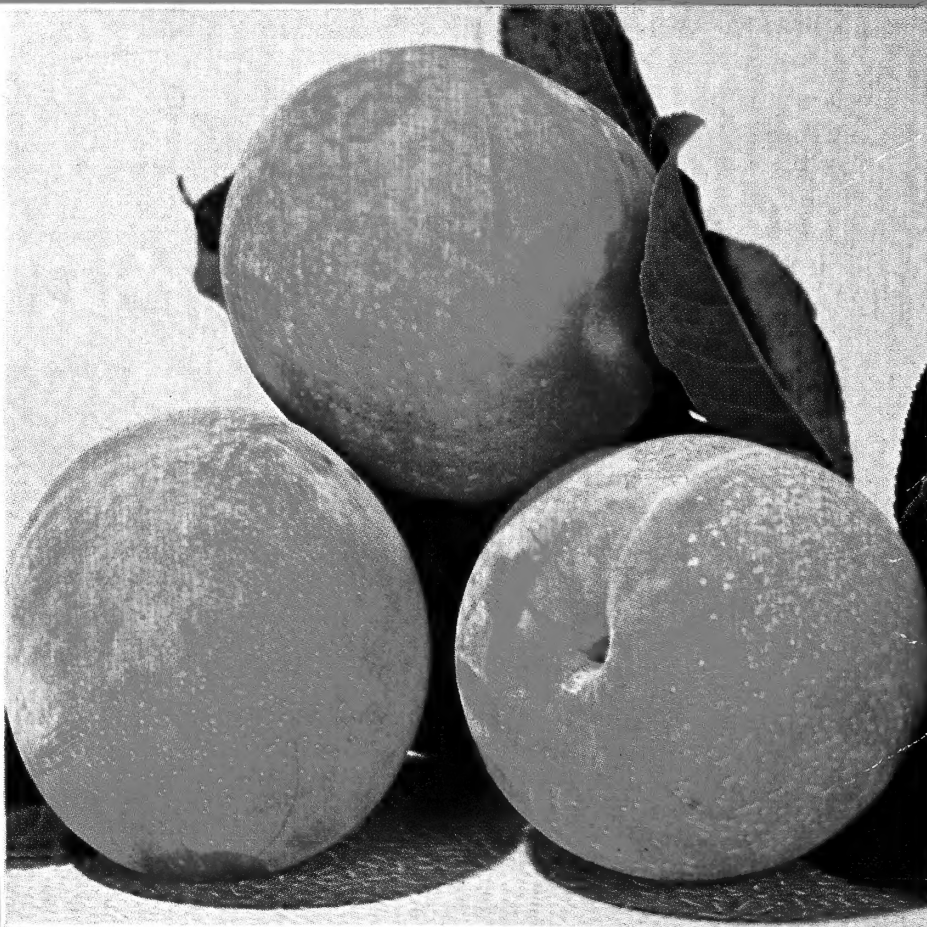
From a production standpoint, the variety looks good because the medium to large tree grows vigorously and crops have been consistently good. There appears to be a relatively high resistance to "Fog Spot," an added advantage. Chilling requirement is slightly higher than Royal. Plant Pat. No. 1651.

Fruits Developed Expressly for California

Sierra Plum

This is a high quality plum—a cross of Inca and Santa Rosa combining the good features of both. The clear amber semi-freestone flesh has the firmness, sweetness and high quality of Inca, while the skin color approaches that of Santa Rosa, amber turning to deep red, overlaid with an attractive bloom.

The fruit ripens several weeks after Santa Rosa and is about equal in size to that of Santa Rosa. All tests so far indicate that Sierra is a remarkably good producer. Santa Rosa appears to be a satisfactory pollinator although Sierra is at least partially self-fertile at Ontario. Chilling requirement is somewhat less than Santa Rosa. Plant Pat. No. 1482.



Armstrong Nurseries

Ontario, Calif.